



NIMA's COMMERCIAL IMAGERY PROGRAM

PRESENTED TO

**2002 HIGH SPATIAL RESOLUTION
COMMERCIAL IMAGERY WORKSHOP**

BY

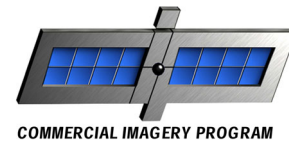
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National Imagery and Mapping Agency

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What is NIMA's Commercial Imagery Program ?



Mission: "Provide the U.S. Imagery and Geospatial Community (IGC) access to civil and commercial imagery-related remote sensed data."



Establish contracts

...with imagery providers

Welcome to the NIMA CITO:
Commercial Imagery Program

Order Imagery

Step 1: Order Existing Imagery

Step 2: View Pending Orders

Step 3: Order New Imagery

Help: Ordering Assistance

Develop & Maintain a Web Page & CIAO

...to improve tasking



Fund License Upgrades to DoD/Title 50

...to share the imagery



Customer Assistance

...to help with orders



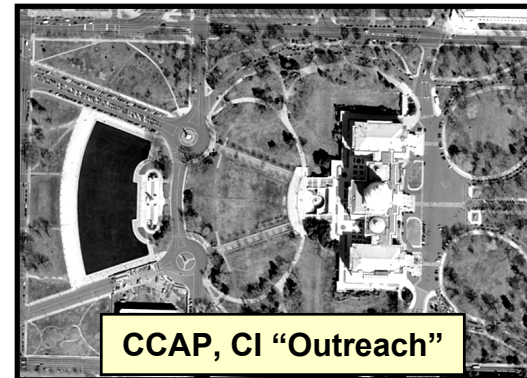
Store Data at CSIL for Community Use

...for a central repository



SkyMedia Direct Broadcast

...to improve dissemination

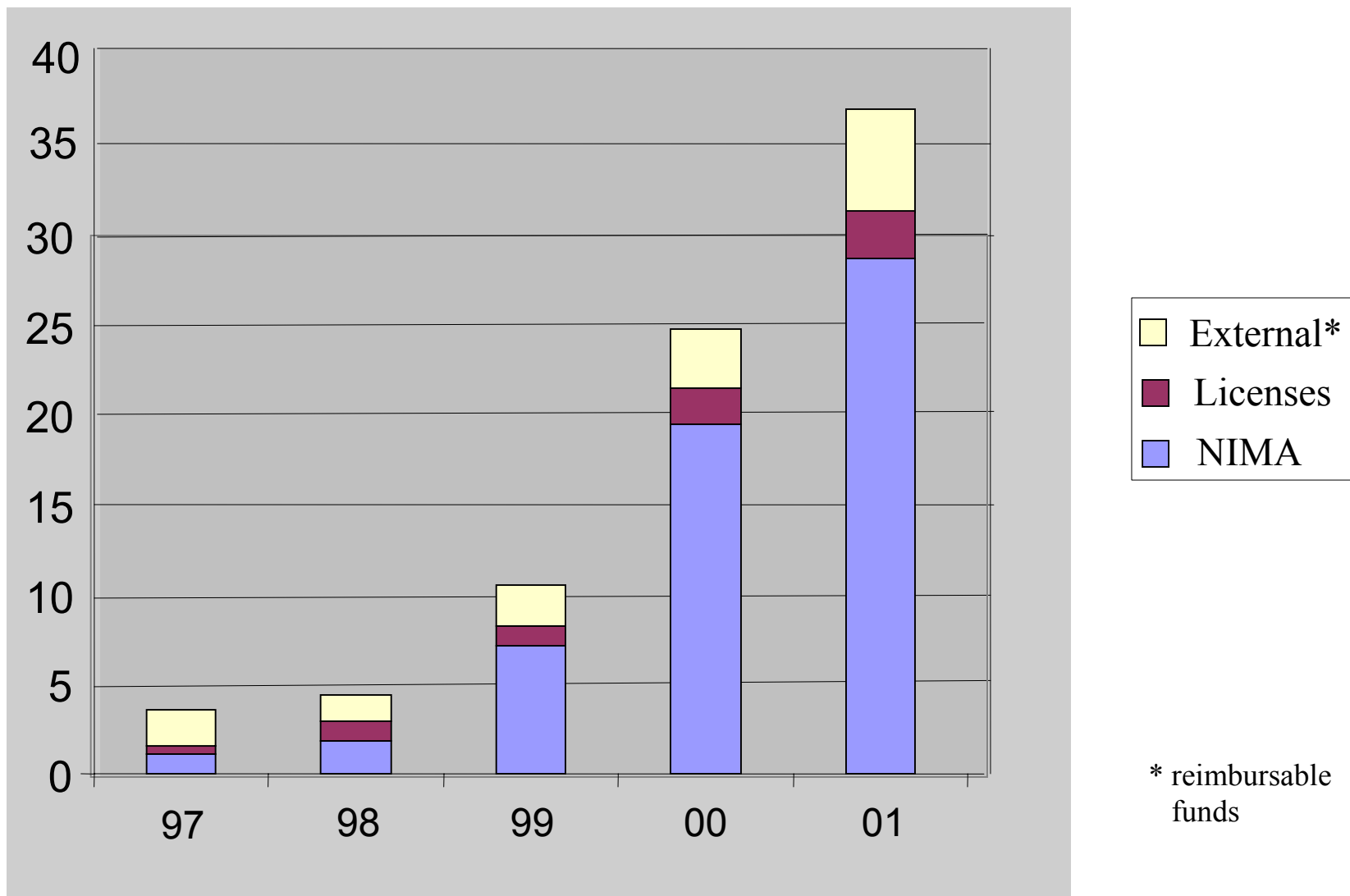
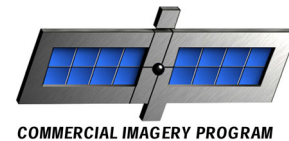


CCAP, CI "Outreach"

...to enable commercial exploitation

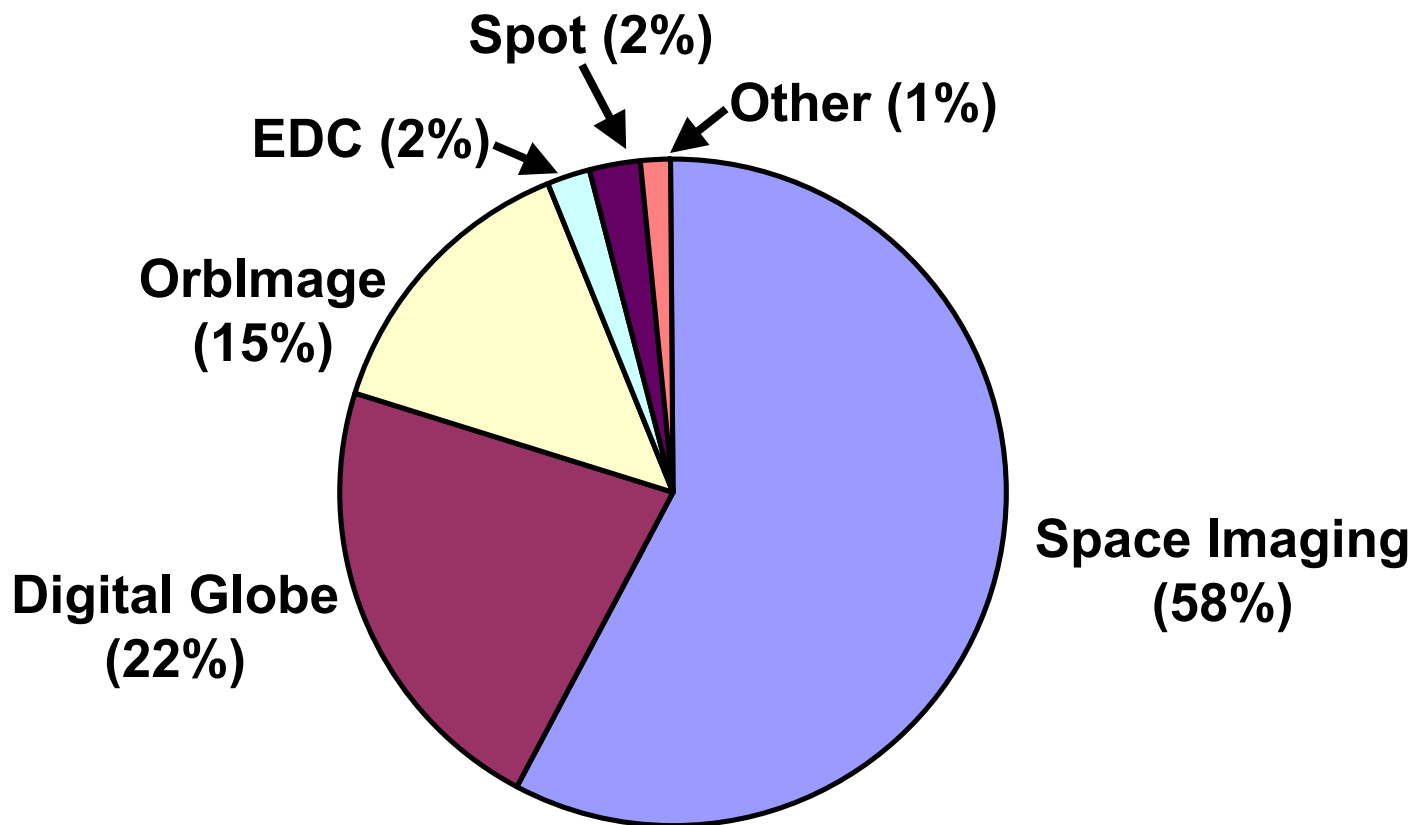
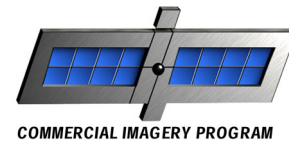


NIMA Commercial Imagery Purchases, 1997-2001





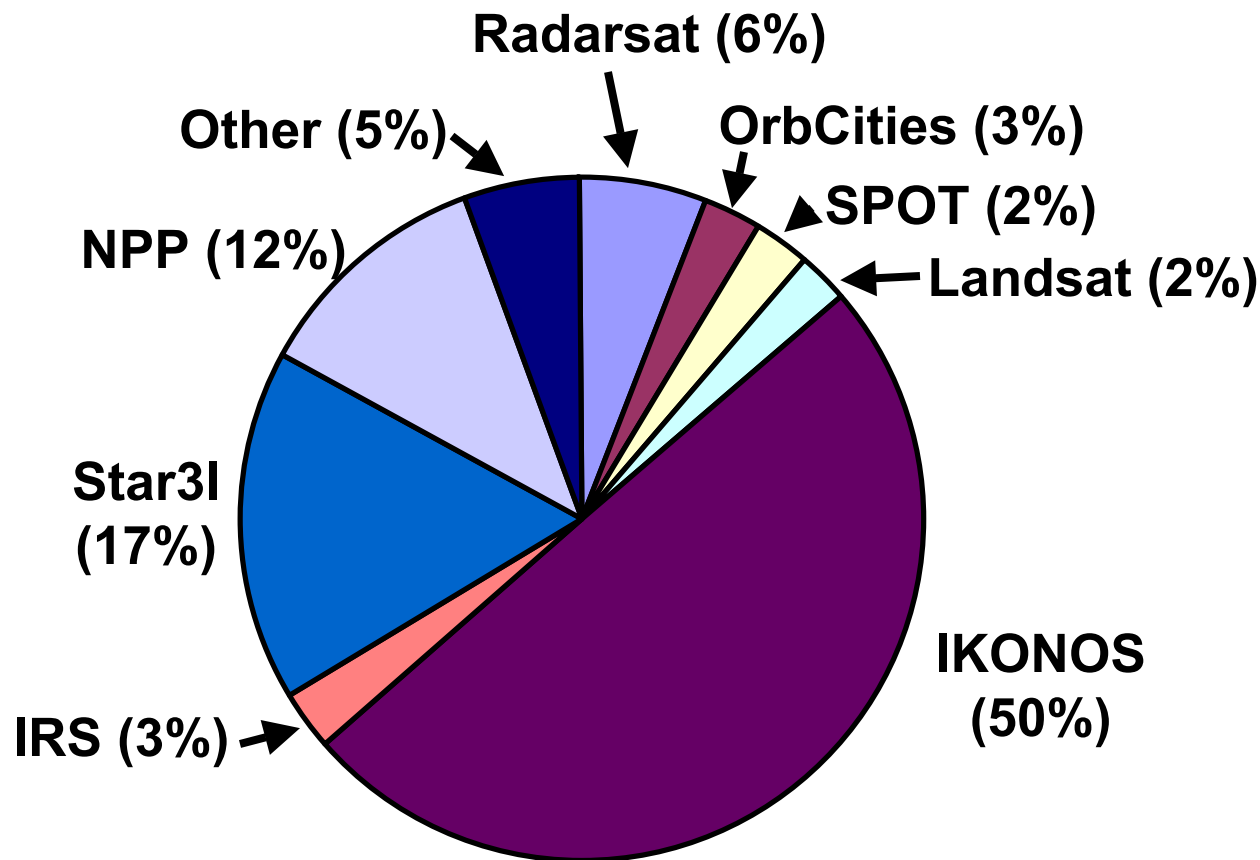
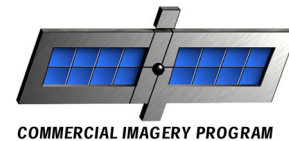
FY01 NIMA & Customer Purchases By Provider



*Percentages
Based on Cost*



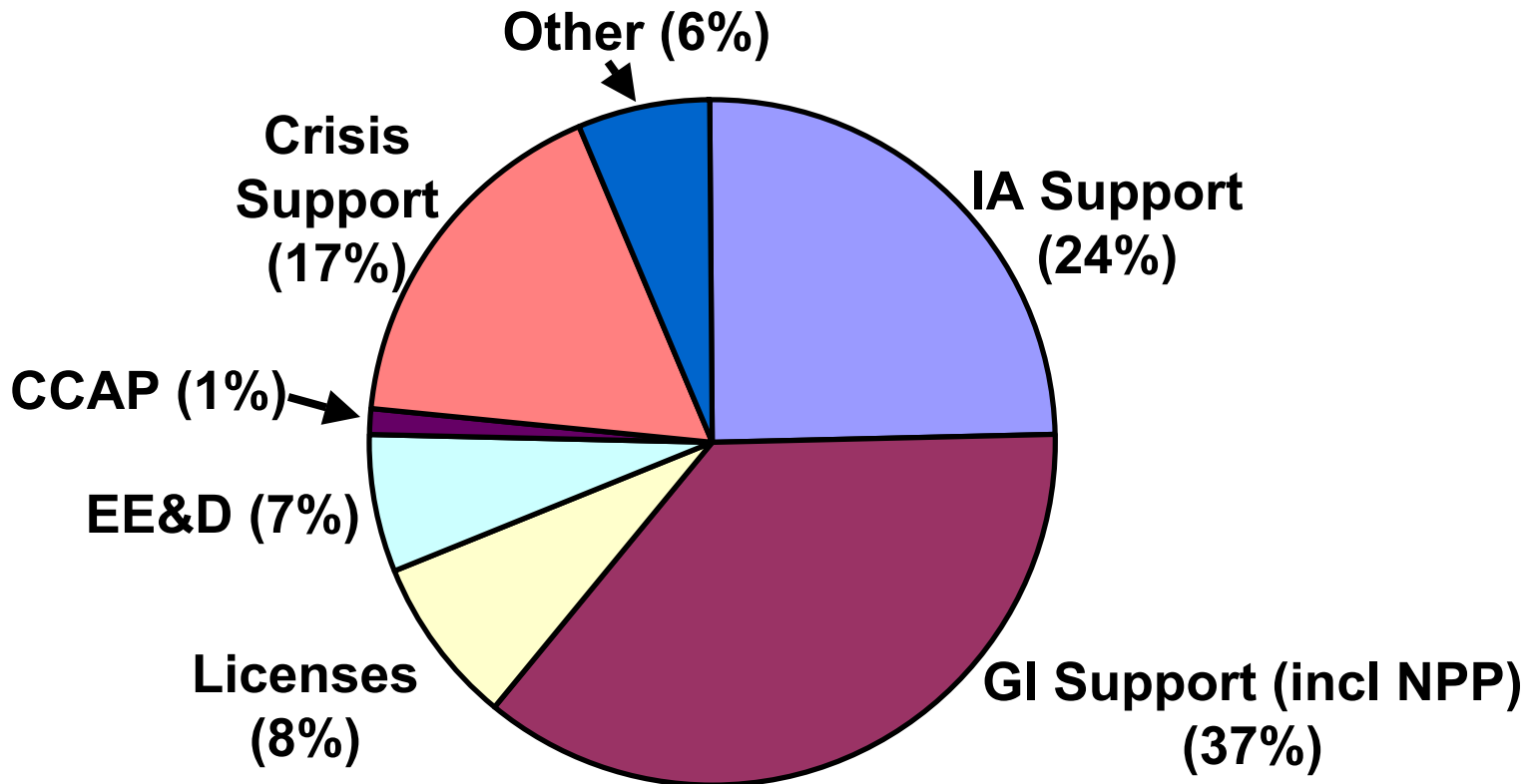
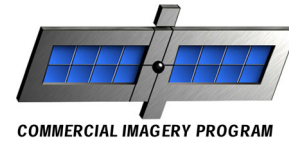
FY01 NIMA & Customer Purchases By Sensor



*Percentages
Based on Cost*



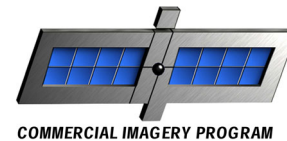
FY01 NIMA/CIP Purchases By Category



*Percentages
Based on Cost*



Recent Past: Assured Access



- **Provided for exclusive purchase & releasability of IKONOS over selected areas between 7 Oct and 5 Dec**
 - ♦ **NIMA paid fee for exclusive right to purchase imagery**
 - ♦ **Imagery collected placed in non-public archive**
 - ♦ **Most imagery is now available in the public archive**

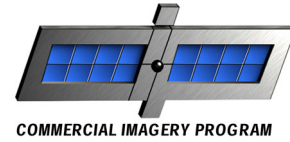
- **Based on previous contract capabilities:**
 - **“Seconds on Orbit”**
 - **“Private Archive”**

- **No current agreements**



Recent Past:

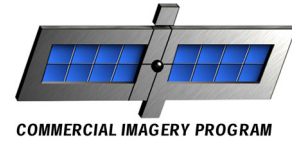
Shutter Control [1]



- **Part of Commercial Imagery concept from time of License Approval**
- **Dept of Defense, State & Commerce are Decision Makers**
- **JCS, C3I, ???COM, OSD(P), NIMA “advisory”**
 - **This group including the operational command and SPACECOM make recommendations to DoD Decision Makers**
- **Multiple level options**
 - **Turn off completely**
 - **Collect in specific areas & distribute to specific users**



Recent Past: Shutter Control [2]

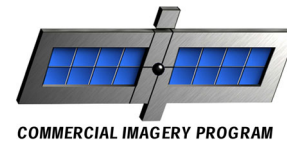


- **“National Guard” Syndrome**
 - Shutter Control will apply to “others”, but not to me
 - a. Ia. If I join the Guard, others will get activated but not me
- **OPSEC broader than just imagery**
- **Doctrine & Training lagging**



Recent Past:

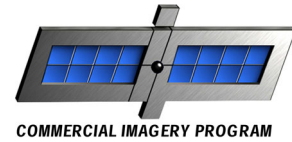
Crisis Support Summary



- **Over 10,000 new images put in CSIL for archiving and disseminating to customers**
- **On the average they have been distributed 3.5 X to customers either electronically via SkyMedia or via FedEx on CD-ROM)**
- **Reuse Cost Avoidance in Excess of \$80M this year**



Future



- **BASELINE**
 - **IMAGERY PURCHASE & PRODUCTION SEPARATE PROCESSES**
 - **NTM SOURCE GFI / “FREE” TO NIMA**
 - **COST = PRODUCTION ONLY**
- **MOVE TO “VALUE ADDED” VS “RAW PIXELS”**
- **GEOSPATIAL DATABASE APPROACH**
- **“BLURRING” OF IMAGERY PURCHASE AND PRODUCTION**